

GASOLINE WORRY IS EXAGGERATED

Present Conditions Cannot Last Long According to an Expert.

PLENTY OF OIL ALWAYS

"I can't see the reason for all this excitement about the price of gasoline," says Bruce T. Thomas, chief engineer of the West Motor Car Company. "I can't understand why some folks are so afraid to know better take the matter seriously."

"Of course if there were the slightest chance of '40 cent' gasoline in the near future, or even a chance that the present prices would continue, it would be different. But any one with even the most superficial knowledge of conditions knows that is impossible."

"No one worries about the price of aluminum—though that is now twice its normal price. Nor brass nor lead."

"The price of steel is high—but nobody expects for a moment that those prices will obtain after the European war is over."

"War conditions and war prices are the answer to the gasoline situation, as to the others."

"So far as New York is concerned that city is an exception to every rule. At this time it is impossible to ship freight into New York, so most of it is hauled from far distant points—and the rest is shipped in by express. That is the reason for New York's 30 cent per gallon, and of course it is for the moment only."

"We are exporting tremendous quantities of gasoline to Europe. In fact, says the Standard Oil Company, the world's largest tank steamers had cleared on the same day—the biggest day's shipment ever made. And every available tank ship is in service. The Standard Oil Company is rushing work on thirty of the largest tank steamers ever built."

"Why, just think! Practically all the working of the front is done with gasoline. Then there are 40,000 motor trucks to be fed as well as myriads of greedy automobiles. Every automobile in Europe is doing double duty—and little attention can be paid to economy in that service. Tremendous quantities are destroyed in storage places by enemy aircraft and shells."

"Surely there is ample reason for the present shortage and for the present prices. They are wartime conditions; that is all. And they will end with the war. In fact, we are at the peak—prices will go no higher and may be expected to come down any day."

"Some will recall that just before the war broke out, people in the States became alarmed at the soaring prices and feared they would continue. A company was financed to bring Asiatic gasoline over—and immediately thereafter Pacific coast points got the cheapest gasoline they had had for years. In short, just as soon as the war of gasoline reaches a certain level it begins to flow back this way—and to stop competition before it gets serious, our distillers cut prices. That was the real reason for the various price cuttings in the past; not the supposed war between the trust and independence. Only the war prevents that now."

"There is an impression abroad that the supply will some time run out. I can't see it that way."

"For example, just consider this: Whereas formerly only 7 per cent of the crude oil was available for gasoline, today, because of improved methods of distilling and improvements in burners and motors, 40 per cent of all crude oil is rendered suitable for engine consumption! And new wells by hundreds are being opened up every day and better processes of distillation."

"Bunk—that stuff about a shortage—pure bunk! It's like the tales of exhausted coal fields and timber forests. No generation now living will see that shortage. Time was when those commodities were wastefully used and sold for less than their value as compared with other commodities, but that is the whole story."

"Now let us consider it from another angle—that of the automobile user. He need feel no concern over the present condition if he is satisfied with that which obtained only three years ago. "He is getting more miles per dollar today than he got then despite the difference in price, even at the present rate it may be new to him, but it is a fact that he is getting more miles per gallon out of the low test fuel today than he got from his high test gasoline ten."

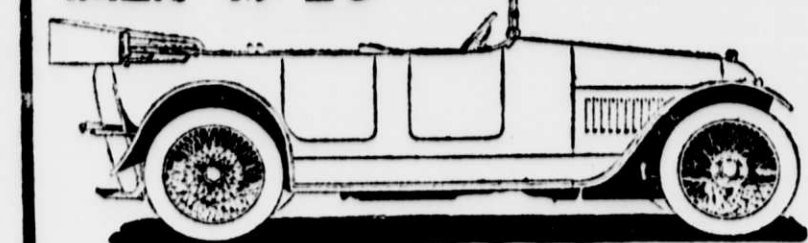
GOODYEAR IMPROVES TIRES.

Makes Extensive Reinforcements From Smallest to Largest.

"We have entered the season of 1916 with more extensive improvement in automobile tires than in any season for several years," says H. S. Quine of the Goodyear Tire and Rubber Company. "The entire line of Goodyear tires, from the smallest to the largest, has been improved by reinforcement of fabric and other in the side walls, rendering them even less liable than formerly to side-wall injury."

"Our 30x3 and 30x3½ sizes are now made larger and stronger, the former being 2½ in. wide, and the latter 3 in. wide, and larger than heretofore. In our 4, 4½, 5, 5½ and 6 inch sizes for larger cars a decided advance has been made in the extra gripping power and in additional anti-skid security, the all-weather treads are now made thicker."

PATFINDER CAR TALK - No. 26



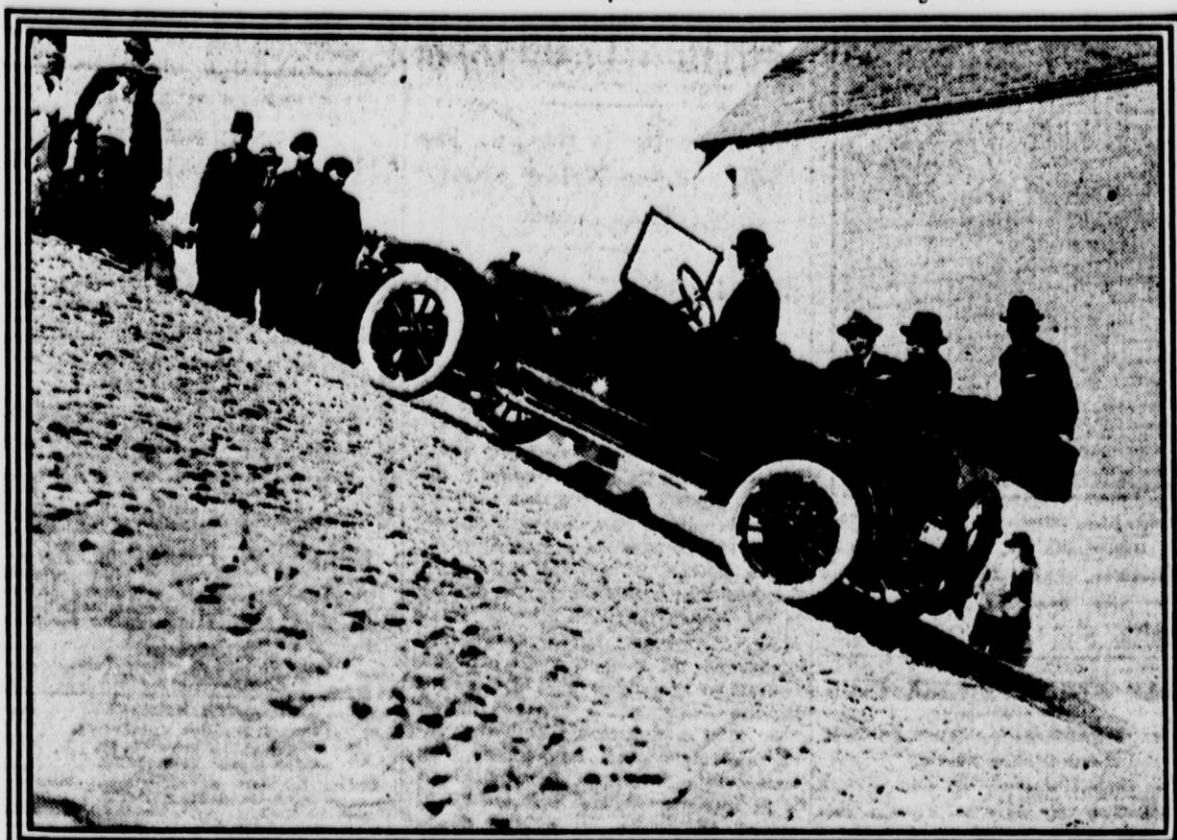
TWIN SIX—\$2475 Deliveries Now.
SINGLE SIX—\$1695 Touring or Roadster Body

The Wise Are Getting Wise To Our Twin Six

The car entire will stand up behind the gigantic pull of that great-hearted motor. There is no weak spot.

Senior Bros. 1875 Broadway, At 62d St., N. Y.
Phone COLUMBUS 333 FOR DEMONSTRATION.

This KisselKar Klimb Kaptured the Kountryfolk



Here is a Kisselkar, shown with brakes set on Duncan street hill, San Francisco, a 50 per cent. grade. It climbed this hill with four passengers, something no other car ever did.

and heavier. This makes them more durable and adds greatly to their life. "To meet the demand for greater reliability and shock absorbing qualities in tire equipment in the commercial car field we are now offering large pneumatic ranging in size from 36x6 to 42x6. This new tire has many advantages over dual pneumatics. The maintenance of equal air pressure in duals has long been a problem, which is solved most satisfactorily in the large pneumatic.

MANY SALES OF G. V. TRUCKS.

Reorder and New Business Best in Company's History.

The General Vehicle Company reports that beginning January 4 the sales of G. V. electric trucks have been more satisfactory than at any time in the last two years. This company always has a large reorder business, but this year sales to present users have reached unexpected proportions, and better still, the number of new customers added is without precedent.

Among the reorders received are twenty more 3½ ton American Express trucks for Boston, twenty-five more 2 ton American Express for New York, giving them over 150; seven more for Ambler-Busch Brewing Association at Chicago, making 44 for them in four cities, 10 more 2 ton trucks for Jacob Ruppert, giving this brewer approximately 160 G. V. trucks, 20 more 2 ton trucks for Adams Express Company, which swells their total to over 200 G. V. trucks; 10 more freight trucks for the Mallory Steamship Company and smaller reorders from Milwaukee Railway and Light Company, Capitol Milling Company, Los Angeles, H. J. Heinz Company, J. & J. Slater, shoe; Cady Lumber Company, St. Paul and Tacoma Lumber Company, lumber trucks; National Lead Company, Eastern State Dairy Company, Burton-Furber Coal Company, and many others.

Among the new G. V. customers are the following: Bank of the Metropolis, New York city; Elma Brewing Company of Hartford, the first brewery truck to go under the local battery service system; J. L. Mott Iron Works, Chase & Sanborn, Boston, a worm drive special delivery tea and coffee wagon; the Carborundum Company, Niagara Falls; Nobscot Spring Water Company, Boston; Arlington Company of Arlington, N. J.; C. J. Lincoln Company, Hartford; Emery-Bears Company, H. Kohn, Inc., Dayton Engineering Laboratories and many others.

WOMEN CRITICAL BUYERS.

Pathfinder Co. Has Anticipated Their Exacting Demands.

A woman is the critical automobile buyer today, according to Roy Senior of Senior Bros., 1875 Broadway, distributors of Pathfinder cars.

"A woman wants a low, easy step into the car, a door wide enough for comfort, a seat which fits the curve of her back when she settles herself into a corner, a firm yielding support, not a seat from which one is continually slipping and sliding," says Mr. Senior.

"These points have received special consideration in the making and manufacturing of the Pathfinder Twin Six, which is a woman's car. For instance, the roof which is used as a foot rest is not rough material and will not injure the most expensive slippers. The floor of this wonderful car is not cluttered up with rods and brackets to stumble over. A clear floor is much easier to keep clean from mud and dust. The Pathfinder manufacturers realize a woman wants her car to have the necessary equipment for service and comfort."

Parkard Trucks in Mexico.

Parkard motor trucks will play a conspicuous part in the operations in Mexico. The Government has bought twenty-eight of them for immediate use in the pursuit and capture of Villa.

CHASE VILLA ON FIRESTONES.

Special Motorcycle Squadron to Help Aviators.

Hot in pursuit of the bandit Villa and his renegades an aero squadron of the United States army is now speeding its way through the desert and mountain passes to the southwest. Speed and endurance will be the qualities demanded of both motorcycles and tires on this important mission, for there exists no harder going in all the world than is to be found in the territory now being traversed by the United States forces.

This idea of an aero squadron is a new one. A force of picked aviators pilots mounted on motorcycles set out for a certain chosen base, where, upon their arrival, aeroplanes are assembled and observation flights begun.

In this instance a force of Harley-Davidson motorcycles is the steed equipped of the First Aero Squadron ordered from Fort Sam Houston by Gen. Punton to assist the United States troops in the roundup of Villa and his band. Every motorcycle is completely equipped with Firestone Non-Skid tires as well as tubes.

Chosen for their records of speed and endurance, these tires will bear a great share of the work that will be necessary in the trailing and capture of Villa. The hard and hazardous riding required will undoubtedly form as grueling a grind as has ever been demanded of any tire.

Hupmobile Dividend.

The motor car industry continues to thrive according to financial records of the companies. The Hupmobile Car Corporation has just declared its second quarterly dividend of 1½ per cent on its issue of \$1,000,000 of 7 per cent preferred stock which was issued last February 20, 1915, for its stockholders of record of March 20.

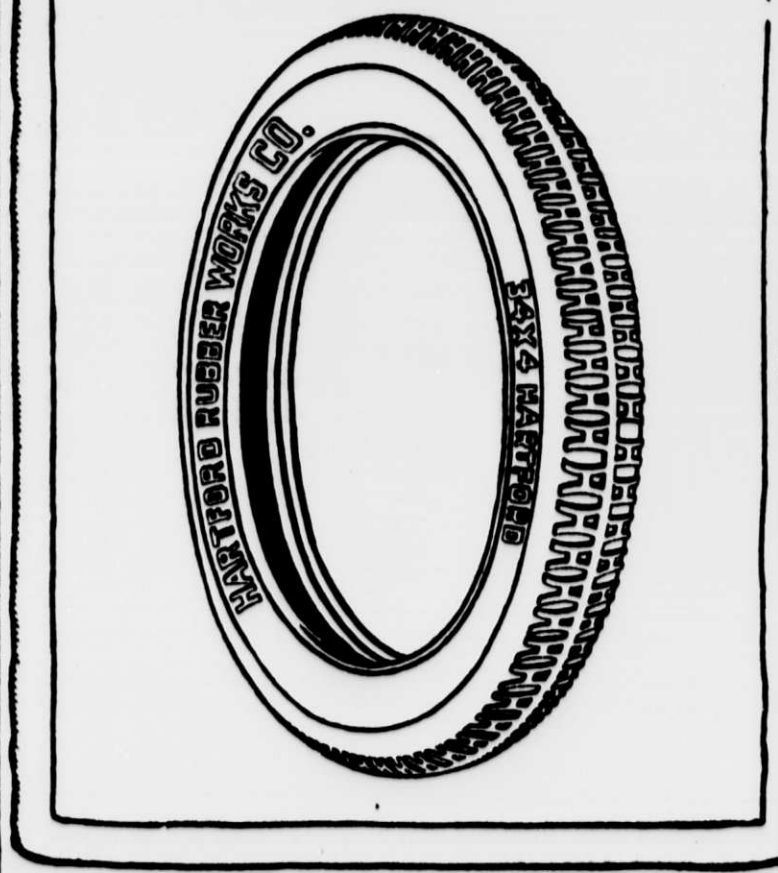


They will insure your satisfaction. More—so scientifically are Hartford Tires made that they insure full value for your money.

Efficient anti-skid tires, good to look at as well, Hartford 'H' Treads cost only a little more than ordinary plain tread casings.

Let your next tire be a Hartford 'H' Tread.

E. SCHOONMAKER COMPANY
835 Seventh Ave. Phone Circle 829
Distributors



PRICE ADVANCE FOR MARMON 34

Frank Carrie, Local Manager, Tells of Increase in Cost of Materials.

The advance in prices of material and labor has caused the Nordyke & Marmion Company of Indianapolis to advance the prices of the Marmon 34, the new car which has created such a sensation this season.

The new prices, which became effective March 18, are as follows: Seven passenger touring car, three and four passenger roadsters, \$2,850; five passenger touring car, \$2,900.

A full statement of the reasons of the advance is made by F. C. Carrie, manager of the Marmon New York Company, as follows:

"This increase is caused by the actual increase in the cost of material and labor entering into the construction of the 34 car. As a matter of fact this advance does not fully cover this increased cost. However, in view of the unprecedented sales of the car and the fact that the sales resistance is much less than a repeated we believe we are justified in marketing the car at the new price rather than advance the full amount of increased cost of material and labor."

"Practically every one is conversant with market conditions and appreciates to some extent the enormous advance in the cost of materials. Aluminum, alloy steel—such as used in the Marmon 34—brass, copper, have advanced tremendously in the past year. There is no single item on the car that has not undergone an advance in price."

"Orders which were closed and accepted prior to the announcement of the increase will be filled at the old price. The problem that confronted us was either to maintain our original prices and change the material and inspection specifications sufficiently to allow us to buy and build at a cost that would safely permit a continuance of original prices, or to continue to build the best we know how and advance the price accordingly. In this decision we were upheld by our largest dealers and brand managers."

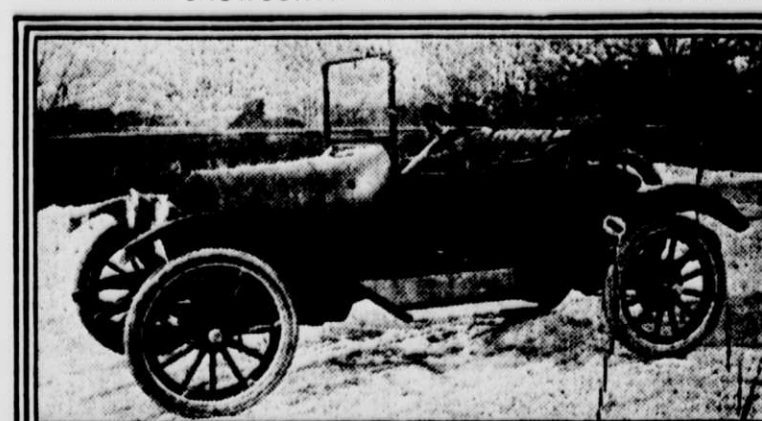
A few days before this incident occurred a mail pouch had been stolen from the depot platform of one of the small towns along the line of the railroad, and on the morning of this particular day a federal officer had arrested the culprit and taken him before the United States marshal on the incoming trip of the train.

The salesman in question was sitting in the rear seat of a day coach. When the conductor reached him he looked at the label of the salesman's coat, punched his ticket and then asked him where he expected to find his next victim.

The salesman, who represented the United States Tire Company, states that for the life of him he could not imagine why the conductor chose to molest a man who sold such remarkably good tires as "victims." Or, in fact, why a railroad official should show such interest in United States tires, because no railroad uses "hobby" or "chain tread" on any of its rolling stock.

On being asked what he meant by applying the term "victim" to the reliable wide awake business men who sell United States tires, the conductor took hold of the label of the salesman's coat, scrutinized the button closely, and when he saw that it bore the seal of the United States Rubber Company remarked in a very distinct voice: "Cheeks, I thought you were a United States post office inspector."

Another Newcomer—the Trim Little Monroe



There is a new car on Broadway that is attracting much attention because of its trim appearance and efficiency and price. It is the Monroe, a runabout selling for \$625 completely equipped and handled in this territory by the Duffy Motor Corporation at 1835 Broadway.

This little car, with big car features, is built in Flint, Mich., by R. F. Monroe, formerly general manager of the Chevrolet Motor Company and now president and owner of the Monroe Motor Car Company and the Monroe Body Company.

It has exceptional leg room and riding qualities and the finish of cars costing much more. It has a Federal radiator, Willard storage battery and a Zenith carburetor. The overhead valve motor is a 1-1½ in. 30 and will drive the car thirty miles on a gallon of gasoline. The thirteen gallon tank carried in the rear would supply enough fuel for 400 miles.

During the last blizzard L. J. Goldsman, vice-president of the Duffy Motor Corporation, drove the car now being shown at the salesroom from Springfield, Mass., to this city in ten hours. Only three other cars were encountered on this trip and they were stalled.

The little Monroe ploughed through the snow-drifts and icy hard going where the snow was two feet deep in the road with-out even requiring additional water.

A special coupe body is being built for this car which will be one of the unique things "on the Row."

"The faster the car goes the more surely it seems to hold to the surface of the road. Why this is so I do not quite know, but it is a fact and possibly only an automobile engineer of the standard of our own Howard E. Coffin can explain the problem."

HUDSON SIX GRIPS THE ROAD.

Houpt Says Wedge Shape Front Is Responsible.

The new Hudson Super Six is a light weight car. It scales a little over 3,000 pounds yet it holds the road with a grip that is amazing.

It is not merely the inertia grip due to weight," says Harry S. Houpt, president of the Hudson Motor Car Company of New York, Inc., but it is a positive grip induced by the wedge shaped front of the car which causes the air pressure to force the car against the road, even to the extent of deflecting the springs slightly.

Niblette Heads Tire Company.

A new firm has just located in the automobile world at 1777 Broadway and Pittsburgh, Pa., the Niblette Rubber Company. It will distribute through the dealers throughout the United States and Canada the Niblette Rubber Company of Hamilton, Ohio. H. B. Niblette, the proprietor of the company, has a large acquaintance in this territory and a broad experience in the tire and mechanical rubber goods line.

CHALMERS DEALERS IN LIVELY RALLY

Have a Good Time at Rector's While Paul Smith Sounds Optimistic Note.

No company in the automobile industry has more ambitious plans for this year than the Chalmers organization. At a luncheon given to dealers of the Metropolitan district at Rector's on Friday there was splendid enthusiasm shown, as various officers of the company outlined these plans and stated how the principles of Hugh Chalmers and the performance of his 3,400 r. p. m. car, which is being sold in record numbers.

The speakers were C. A. Fetter, treasurer and general manager, the famous Paul Smith, purveyor of "top and atmosphere" and a smooth and accomplished speaker; W. F. Drumm, assistant sales manager, and L. A. Van Patten of the Chalmers Advertising Agency, who is handling the big Chalmers advertising campaign so successfully. Each had an optimistic message that made all the dealers glad they were alive and members of the Chalmers family.

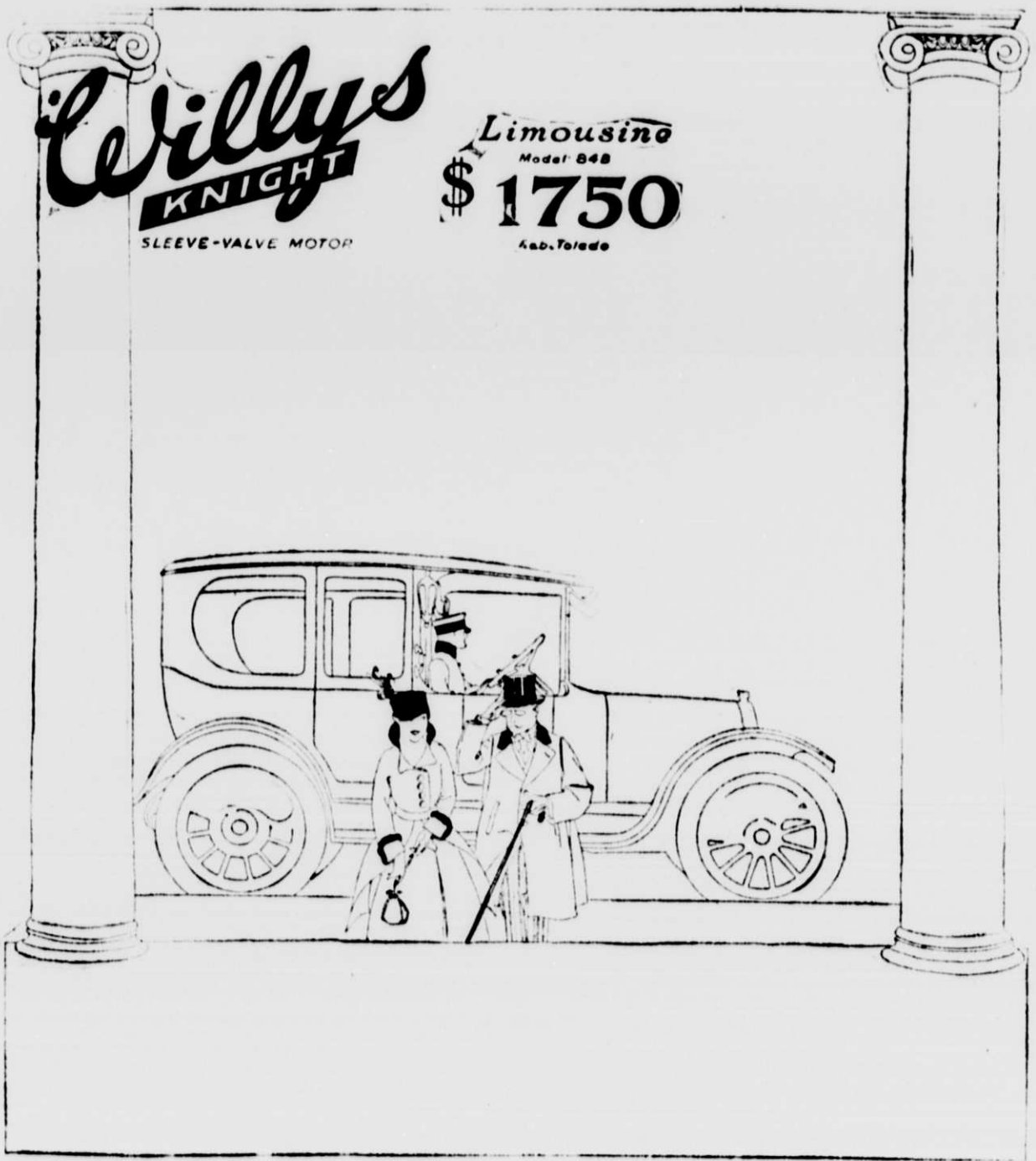
George Stowe, the local branch manager, presided at the feast in his usual fine style, and everybody was happy.

Paul Smith used one story to illustrate the get up and go required of successful dealers these days which was loudly applauded. Of course it was the business slant only that provoked the outbreak.

In the old days, he said, the dealers were like the country swain who went to call on his sweetheart. They sat on an old grandmother's sofa and an old grandfather's clock near by ticked away in its lazy fashion. "Take—your—time, Take—your—time. Take—your—time."

But in these days of hustle and hurry the youth calls on his girl in the steam heated apartment, and the minute the two are seated the little gilded clock on the mantel excitedly ticks. "Get together! Get together! Get together!"

Paul Smith added that the Chalmers organization was on the alert and by anticipating conditions had kept better than abreast of the times.



Smart—Inexpensive

IN the Willys-Knight Limousine the economies of huge production are applied to closed car prices for the first time.

And now that the price is so low, thousands of people are driving Limousines the year around.

They are just as cool for summer driving as are open cars—and they are much more comfortable—and cleaner.

They have the advantage of affording complete protection against sun, wind, dust, rain or sudden cold.

The Willys-Knight motor cars are mechanically superior in that they have sleeve-valve motors and spiral bevel drive gears.

The sleeve-valve motor is quieter, more efficient and more durable than any other type.

It grows quieter, more powerful and more flexible with use.

And the sleeve-valve motor will serve you at the height of its efficiency for literally thousands of extra miles beyond the useful life of any other type of motor.

When you are buying your car this spring, consider carefully the advantages of this Limousine.

The price is \$1750. See us now and make sure of a prompt delivery.

C. T. SILVER MOTOR CO.
1760 BROADWAY, AT 57TH ST.
TEL. 700 CHURCH.
YONKERS: 1 Manor House St. Tel. 5740 Yonkers. BROOKLYN: 1400 St. & 3d Ave. Tel. 9812 Brooklyn. BROOKLYN: 1381 Bedford Ave. Tel. 495 Prospect. NEWARK: Broad & Commerce Sts. Opp. Post Office Tel. 1010 Newark.